

ORDER



KSDK

Orders
Order / Rev: 711190
Alt Order #: 06301498
Product Desc: MARTIN FOR ATTY GEN
Estimate: C02C08
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Smart Media Group Inc/ POL
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser Name: Martin,E/ R / Attorney General
Demographic: A35+
Product Codes: PL-State/Local Misc
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	33	\$22,325.00	\$18,976.25
10/08/12	10/14/12	6	\$3,400.00	\$2,890.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	39	\$25,725.00	\$21,866.25	215.60
Totals	39	\$25,725.00	\$21,866.25	215.60

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/02/12	10/07/12	M-F 430-5p Jeopardy	CM	430-5p	-T-----	:30	1	\$500.00	P-3	5.30	NM	1	\$500.00
RATE REVISION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		1				\$500.00		5.30			
2	KSDK	10/02/12	10/07/12	M-F 5-6A 5-6a	CM	5-6A	----F--	:30	1	\$250.00	P-3	2.10	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$250.00		2.10			
3	KSDK	10/08/12	10/08/12	M-F 5-6A 5-6a	CM	5-6A	M-----	:30	1	\$250.00	P-3	2.10	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$250.00		2.10			
4	KSDK	10/02/12	10/07/12	M-F 6-7A 6-7a	CM	6-7A	-T-----	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		1				\$500.00		3.40			
5	KSDK	10/02/12	10/07/12	M-F 6-7A 6-7a	CM	6-7A	--W----	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$500.00		3.40			
6	KSDK	10/02/12	10/07/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Advertiser: Martin,E/ R / Attorney General
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	10/02/12	10/07/12	M-F 6-7A 6-7a	CM	6-7A	---T---	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1				\$500.00		3.40			
7	KSDK	10/02/12	10/07/12	M-F 6-7A 6-7a	CM	6-7A	----F--	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1				\$500.00		3.40			
8	KSDK	10/08/12	10/08/12	M-F 6-7A 6-7a	CM	6-7A	M-----	:30	1	\$500.00	P-3	3.40	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$500.00		3.40			
9	KSDK	10/02/12	10/07/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	-T-----	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1				\$450.00		3.80			
10	KSDK	10/02/12	10/07/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	---T---	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1				\$450.00		3.80			
11	KSDK	10/02/12	10/07/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	----F--	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1				\$450.00		3.80			
12	KSDK	10/08/12	10/08/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	M-----	:30	1	\$450.00	P-3	3.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$450.00		3.80			
13	KSDK	10/02/12	10/07/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$225.00	P-3	3.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$225.00		3.00			
14	KSDK	10/02/12	10/07/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$400.00	P-3	2.90	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$400.00		2.90			
15	KSDK	10/02/12	10/07/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$400.00	P-3	4.50	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$400.00		4.50			
16	KSDK	10/02/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$600.00	P-2	5.10	NM	1	\$600.00
		RATE REVISION													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		1				\$600.00		5.10			
17	KSDK	10/02/12	10/07/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	--W----	:30	1	\$1,000.00	P-3	8.60	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----		1				\$1,000.00		8.60			
18	KSDK	10/02/12	10/07/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-T-----	:30	1	\$1,100.00	P-3	8.60	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1				\$1,100.00		8.60			
19	KSDK	10/02/12	10/07/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	--W----	:30	1	\$1,100.00	P-3	8.60	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----		1				\$1,100.00		8.60			
20	KSDK	10/02/12	10/07/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,100.00	P-3	8.60	NM	0	\$0.00

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20	KSDK	10/02/12	10/07/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	---T---	:30	1	\$1,100.00	P-3	8.60	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$1,100.00		8.60			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		M-F 6P News		6-630P	---Th----	:30		(\$1,100.00)		8.60	NM		
	See MG 29.2,29.3,29.4,29.5 [NA/Oversold]														
21	KSDK	10/02/12	10/07/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	----F--	:30	1	\$1,100.00	P-3	8.60	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$1,100.00		8.60			
22	KSDK	10/08/12	10/08/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	M-----	:30	1	\$1,100.00	P-3	8.60	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	M-----		1				\$1,100.00		8.60			
23	KSDK	10/02/12	10/07/12	Sat 6p News Channel 5 at 6P Sat	CM	6-630P	-----S-	:30	1	\$500.00	P-3	6.80	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$500.00		6.80			
24	KSDK	10/02/12	10/07/12	NC5 at 5P Sun News Channel 5 at 5P Sun	CM	5-530P	-----S	:30	1	\$500.00	P-3	6.70	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		1				\$500.00		6.70			
25	KSDK	10/02/12	10/07/12	Tonight Show Tonight Show	CM	1035-1137p	--W----	:30	1	\$450.00	P-3	2.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	--W----		1				\$450.00		2.80			
26	KSDK	10/02/12	10/07/12	Tonight Show Tonight Show	CM	1035-1137p	----F--	:30	1	\$450.00	P-3	2.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	----F--		1				\$450.00		2.80			
27	KSDK	10/02/12	10/07/12	LN (Sa) LN (Sa)	CM	10-1035p	-----S-	:30	1	\$1,200.00	P-3	5.90	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S-		1				\$1,200.00		5.90			
28	KSDK	10/02/12	10/07/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	-T-----	:30	1	\$1,000.00	P-3	9.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		1				\$1,000.00		9.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		630-7P Wheel		630-7P	-T-----	:30		(\$1,000.00)		9.00	NM		
	See MG 28.2 [NA/Oversold]														
2	KSDK	10/02/12-10/02/12		630-7P Wheel		630-7P	-T-----	:30		\$1,000.00		9.00	NM		
	Ⓜ MG for 28.1 10/02 [10/5 reinstate]														
29	KSDK	10/02/12	10/07/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---T---	:30	1	\$1,000.00	P-3	9.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	---T---		1				\$1,000.00		9.00			

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KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
29	KSDK	10/02/12	10/07/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	---T---	:30	1	\$1,000.00	P-3	9.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1				\$1,000.00		9.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12	630-7P Wheel See MG 29.2,29.3,29.4,29.5 [NA/Oversold-political]			630-7P	---Th----	:30		(\$1,000.00)		9.00	NM		
2	KSDK	10/04/12-10/04/12	M-F 4P News Ⓜ MG for 20.1,29.1 [na]			4-430P	---Th----	:30		\$600.00		9.00	NM		
3	KSDK	10/04/12-10/05/12	M-F 6-7A Ⓜ MG for 20.1,29.1 [na]			6-7A	---ThF----	:30		\$500.00		9.00	NM		
4	KSDK	10/04/12-10/05/12	M-F 6-7A Ⓜ MG for 20.1,29.1 [na]			6-7A	---ThF----	:30		\$500.00		9.00	NM		
5	KSDK	10/08/12-10/08/12	M-F 6-7A Ⓜ MG for 20.1,29.1 [na]			6-7A	M-----	:30		\$500.00		9.00	NM		
30	KSDK	10/02/12	10/07/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	----F--	:30	1	\$1,000.00	P-3	9.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1				\$1,000.00		9.00			
31	KSDK	10/02/12	10/07/12	630-7P Wheel Sat 10/6 DO NOT USE	CM	USE NOTRE DAM	-----S-	:30	1	\$500.00	P-3	5.80	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1				\$500.00		5.80			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12	630-7P Wheel Sat See MG 31.2 [NA Notre Dame Football 230-9p]			USE NOTRE DAM	-----Sa--	:30		(\$500.00)		5.80	NM		
2	KSDK	10/03/12-10/05/12	M-F 430-5p Ⓜ MG for 31.1 10/06 [n/a]			430-5p	--WThF----	:30		\$500.00		5.80	NM		
32	KSDK	10/02/12	10/07/12	Tue Prime B Go On/ The New Normal	CM	8-9P	-T-----	:30	1	\$1,100.00	P-3	6.30	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1				\$1,100.00		6.30			
33	KSDK	10/02/12	10/07/12	Fri Prime B Grimm	CM	8-9P	----F--	:30	1	\$1,600.00	P-3	5.10	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1				\$1,600.00		5.10			
N34	KSDK	10/02/12	10/07/12	Fri Prime C Dateline	CM	9-10P (9:00 PM-10:00 PM)	----F--	:30	1	\$1,500.00	P-3	6.60	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--		1				\$1,500.00		6.60			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12	Fri Prime C See MG 34.2,34.3,34.4 [NA/Oversold]			9-10P	-----F--	:30		(\$1,500.00)		6.60	NM		
2	KSDK	10/06/12-10/06/12	Notre Dame Football Ⓜ MG for 34.1 10/05 [n/a]			630-10p	-----Sa--	:30		\$500.00		6.60	NM		
3	KSDK	10/07/12-10/07/12	Sun 9a Ⓜ MG for 34.1 10/05 [n/a]			9-10A	-----Su	:30		\$400.00		6.60	NM		
4	KSDK	10/08/12-10/08/12	M-F 4P News Ⓜ MG for 34.1 10/05 [n/a]			4-430P	M-----	:30		\$600.00		0.00	NM		

Order / Rev: 711190
 Alt Order #: 06301498
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Martin,E/ R / Attorney General
 Product Desc: MARTIN FOR ATTY GEN
 Estimate: C02C08

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
35	KSDK	10/02/12	10/07/12	Football Night in America Football In America	CM	6-715p	-----S	:30	1	\$1,500.00	P-3	6.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
	Week:	10/01/12	10/07/12	-----S		1				\$1,500.00		6.00		
Totals													39	\$25,725.00